

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

SUBJECT: Appointment of Jenifer DeLaGarza and Steve Yamamori to the City Center Technical Advisory Committee to discuss, review and make recommendations on a Specific Area Plan for the proposed City Center.

STAFF PRESENTER: Karen Keith

COMPANY CONTACT: N/A

RECOMMENDATION:

Council consider, for possible action, appointment of Jenifer DeLaGarza and Steve Yamamori to a City Center Technical Advisory Committee (TAC) to discuss, review and make recommendations on developing a Specific Area Plan for the City Center.

COMMUNITY BENEFIT:

The Goodyear General Plan Update 2003 – 2013, adopted in November 2003 included an objective to "...to create a specific area master plan for the City Center, which is anticipated to be the cultural, entertainment, business and residential hub of Goodyear." The Specific Area Master Plan will provide an architectural theme, design guidelines, mixed use development standards, a phasing plan, infrastructure requirements and other information needed to develop a City Center at the intersection of Estrella Parkway and Yuma Road.

DISCUSSION:

The Mayor and Council listed the City Center Master Plan as a high priority at the November 2003 Council Advance. To assist Staff with development of the Plan, a professional consultant will be retained and a Technical Advisory Committee was appointed by the Mayor and Council. The Committee will assist and oversee the efforts of the consultant. The Committee will be critical to the planning process by providing input into the development of an architectural theme, design scheme and land use configuration for the future downtown area.

The Committee includes a cross-section of representatives from the City, Phoenix/Goodyear Airport, APS and SunMP. Mayor Cavanaugh designated Georgia Lord as Chair and Jamie Cavalier as Vice Chair of the Committee. The Committee may also seek assistance from industry advisors in the fields of banking, finance, food/restaurant business, and other applicable businesses.

The Committee leadership and staff recommend two (2) members be added to the original 23-member committee to achieve a better demographic cross-section of Goodyear residents that can contribute to the effort to plan a vibrant downtown. Areas of consideration included fulfilling a need for youthful representation that might also live in the immediate vicinity of the City Center area (Wildflower, Rancho Mirage, Estrella Vista, Centerra). Jenifer

DeLaGarza and Steve Yamamori recently completed their involvement on the Charter Committee. They each share a genuinely enthusiastic interest in further serving the City of Goodyear and helping shape the City's future.

The Committee will be staffed by members of the Community Development and Economic Development Departments. The Committee will meet regularly to review and comment on major work products as identified in HDR's scope of work. This master planning process should be completed within 12 months.

FISCAL IMPACT:

In addition to Staff time and the consultant's fee, meeting expenses are estimated to be \$3,500.

REVIEWED BY:


Harvey Krauss - Com. Dev. Director


Grant Anderson - Deputy City Manager


Jim Oeser - City Attorney


Larry Price - Finance Director


Stephen Cleveland - City Manager

PREPARED BY:


Karen Keith - Planner II